

SOUVENIR PROGRAM

For the
Oglala Sioux

SUN DANCE

AND

VARIOUS INDIAN DANCES

JULY 28-31

1954

PINE RIDGE, SD

ON U.S. HIGHWAY 18.



Souvenir Booklet Price — .25c

An All-Indian Show
20th ANNUAL OGLALA SIOUX
SUN DANCE

JULY 28-29-30-31, 1954

Pine Ridge, S.D. On U.S. Hiway 18

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DAN BAD WOUND

— INTRODUCTION —

This booklet and souvenir program is made possible through the support of our good friends and businessmen of Rapid City Hot Springs, Martin, Batesland, and Swett in South Dakota and Rushville, Gordon, Hay Springs, White Clay and Chadron in Nebraska as well as our many friends in Pine Ridge, S.D.

By their liberal donations and advertisements they made this booklet and the Sun Dance program possible.

We hope you will enjoy the historical and educational features of this booklet which was written almost entirely by Jake Herman. The composition, arrangement and printing was done by the Sheridan County Star newspaper of Rushville, Nebraska.



— THE BATTLE OF WOUNDED KNEE —

The above picture depicts the burial of the dead after the battle of Wounded Knee in January, 1890. A monument is now located at this historical spot eight miles north of U.S. Highway 18 about eight miles east of Pine Ridge. This was the last major engagement between the United States Army and Chief Big Foot's band of Oglala Sioux. The picture shows members of the 7th cavalry burying in a mass grave some of the 220 men, women and children killed at this battle.

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— SUPERINTENDENT BEN REIFEL —

Mr. Benjamin Reifel was born in a log cabin on the Rosebud Reservation in September 1906. His mother, a full-blood Indian woman, was Lucy Burning Breast before her marriage to Mr. Reifel's father, a German-American, William Reifel.

Mr. Reifel, at the age of 5 years, began school at Rosebud Agency government day school. At that time his parents ran a livery stable at the Rosebud Agency.

When Mr. Reifel was seven years old, he and his parents moved back in the reservation near what is now Parmalee. He grew up there on a farm owned by his parents.

"I finally graduated from the 8th grade at the age of 16," Mr. Reifel said. During those eleven years of grade school he attended government day schools, and from public county schools to boarding schools. Part of his school days was also spent in a little private school that the neighbors built from logs, hiring

their own teacher at thirty dollars a month. After graduating from the 8th grade Mr. Reifel stayed at home and helped his folks until he was nineteen years old.

In October 1925, Mr. Reifel enrolled in the School of Agriculture, South Dakota State College. He attended this school for three winters, October through March.

In September 1928, he enrolled as a special student in the State College at Brookings. He graduated from this college in June 1932, with a Bachelor of Science Degree.

In March 1931, Mr. Reifel received a reserve officers' commission as a second lieutenant.

From September 1932 to June 1933, he was Boys' Advisor at Hare's School, Mission, South Dakota.

Mr. Reifel met Alice Janet Johnson from Irwin, South Dakota, in college at Brookings. They were married on December 26, 1933, the same year that Mr. Reifel obtained the position as farm agent of Oglala. Mrs. Reifel came to Oglala as a bride in January 1934.

In the year 1935, Mr. Reifel was appointed Organization Field Agent, with headquarters at Pierre, South Dakota.

March 1942, he was ordered to active duty and served in the army until July 15, 1946. He then returned to inactive status as a Lieutenant Colonel, a reserve commission which he now holds.

Mr. Reifel was appointed tribal relations officer in October 1946. In November of that same year, he was appointed superintendent of the Fort Berthold Indian Agency in North Dakota.

In September of 1949 Mr. Reifel received a scholarship to Harvard University Littauer School of Public Administration. The following June 1950, he received a Master's Degree in Public Administration. Another scholarship in September 1950 enabled him to study another year at Harvard, and he completed all work for a doctorate by June 1951.

Mr. Reifel, in September 1951, received the John Hay Whitney Foundation Opportunity Fellowship of \$3,000. Then he stayed at Harvard University and wrote a doctor's thesis.

June 1952, Mr. Reifel was awarded a Doctor's Degree in Public Administration. From that time until November 1952, he worked in the Indian Office in Washington; then he came back to Fort Berthold as Superintendent.

In January 1954, Mr. Reifel was transferred to Pine Ridge as Superintendent.

Superintendent and Mrs. Reifel have one daughter, Loyce Nadine, who was eighteen last September. Loyce is a freshman taking Home Economics at the Brookings State College. She, like her father, is an enrolled member of the Rosebud Sioux Tribe. Superintendent and Mrs. Reifel and daughter Loyce are all members of the Episcopal Church. Mr. Reifel is also a member of the American Legion Post No. 251.

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— Frank Fools Crow —

— FRANK FOOLS CROW —

Frank Fools Crow is a full blooded Indian, a member of the Oglala Sioux of the Pine Ridge Reservation. He will lead the six picked dancers w'ho will perform the sacred Sun Dance of the Oglala Sioux. The Sun Dance is a religious ceremony that acts out certain legends and traditions of the Sioux and depicts their code of ethics and standards. The Sun Dance is one of the great heirtages of the Sioux people.

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CHIEF RED CLOUD

1865 — 1912

Chief Red Cloud was one of the greatest chiefs of the Sioux. By virtue of his outstanding personal leadership he became the leading chief of the Sioux between 1851 and 1909. He signed the treaties of 1851 and 1868 with the U. S. Government. Although a great warrior he was also an outstanding worker for his people in times of peace. He is buried at Holy Rosary Mission near Pine Ridge.



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— THE LEGEND OF THE PEACE PIPE —

The legend of how the Indians came to use the peace pipe is an interesting one and has been handed down from generation to generation as follows:

Centuries ago when great tribulations befell the Sioux a beautiful Indian maiden appeared to two warriors. She told them she was an immortal creature and not from Mother Earth. One of the warriors fell in love with her and began to make improper advances to her and immediately she caused a bolt of lightening from the skies to strike him dead! Then she told the other warrior to tell the leading chief to call his people together, which he did.

The maiden again appeared and told the people she would give them the peace pipe for use in times of tribulation and that if they used it and asked the Great Spirit, He would provide for their temporal wants.

She then disappeared in a silver cloud of mist leaving a white buffalo calf in her place to serve as a symbol of good will and peace for all mankind.

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Sioux pictures on display by real Sioux Indian
Artists of the Pine Ridge Reservation.

Mrs. Ann Lone Dog

PINE RIDGE, S.D.



INDIANS WERE SOIL CONSERVATIONISTS

The Indians were Soil Conservationists long before the white man came into this world. They placed fish under their corn seed to increase yields. Today they not only fertilize their crops but they terrace, contour, use trashy tillage, cover crops and crop rotations to increase their yields and to conserve their soil.

On their rangeland they have developed a tremendous amount of water on a once waterless plain. There is no longer the never ending struggle for water that there was. Stock dams, dugouts, and windmills have remedied that situation.

The Indians of today are as farsighted as their ancestors were because they, too, know that without the top six inches of soil that they would perish along with the rest of the Nation.

The above photo shows the wheat farm of a Pine Ridge Indian. He has learned his lesson well. He is strip cropping, practicing trashy tillage, and crop rotation. By so doing he is better providing for himself and family and at the same time assuring his heirs that the land will be even better when it is handed down to them.

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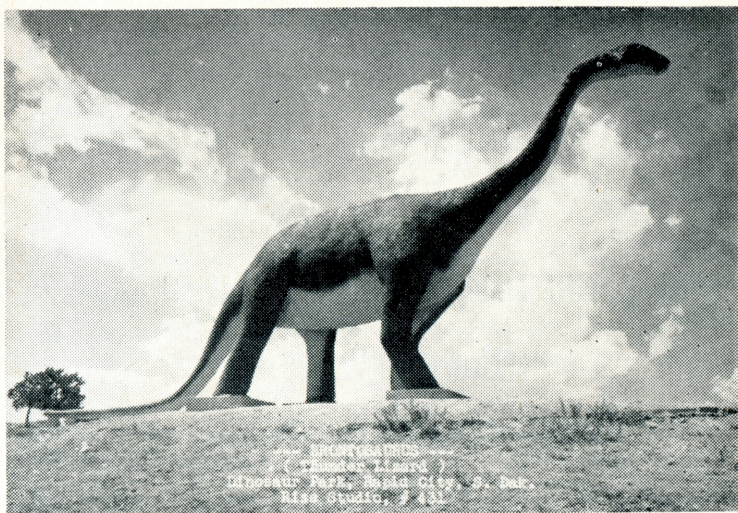
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— CRAZY HORSE BUTTE —

This lonely butte is located between the forks of White Horse creek and Wounded Knee Creek near Manderson, S.D.

Legend has it that this butte is the last burial place of the great Sioux warrior, Chief Crazy Horse. He was killed at Fort Robinson in 1877 and legend is that his aged parents transported his body to this butte although the exact location of his burial place is still shrouded in mystery. Sorry we cannot print a picture of this great chief but he always refused to have his picture taken.

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— OGLALA SIOUX VETERANS —

During World War 1, approximately 500 young Oglala Sioux warriors served with the Armed Forces of the United States in defense of our country. Many served with distinction, and many made the supreme sacrifice on the European battlefields.

When these veterans returned to their reservation homes, there were no veterans organizations formed in which they could become members. Not until 1934 did a number of these veterans get together and organize the present Sam White Bear American Legion Post No. 251, Department of South Dakota. The Post has flourished since with nearly an all-Indian membership at times.

In World War II, some 2000 young men and women of the Oglala Sioux volunteered and or were called upon to serve in the Armed Forces. Many of these served with distinction, and many made the supreme sacrifice in defense of our country.

Upon return to their homes on the reservation, it was easier for these veterans to assimilate and become members of various veterans organizations because these were already organized, and our World War I brothers welcomed them home with many acts of kindness and assistance.

Again, during the recent Korean conflict, many of our youth of the Oglala Sioux volunteered for service in the United States Armed Forces, and repeated the performances of their older brothers and sisters of World Wars I and II. These veterans also are being welcomed to join our veterans organizations.

Today, there are some 2000 veterans of Oglala Sioux Indian blood. Many are making their homes in the reservation, while many have established homes off the reservation.

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— THE BADLANDS OF SOUTH DAKOTA —

The Bad Lands of South Dakota are located in southwestern South Dakota on the northern edge of the Pine Ridge Reservation.

Our Bad Lands are one of nature's most beautiful formations of rock and the area is devoid of any vegetation. With fearsome canyons, fantastic formations of many colors of rocks and wealth of pre-historic fossils the Bad Lands are truly one of the most interesting spots in the world.

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— THE ORIGIN OF THE SUN DANCE —

The origin of the Sun Dance and related ceremonies dates back several generations. The Sun Dance is a legend, a tradition and a symbol of the Sioux Indians since their earliest history.

Today practically all Indians have accepted the white man's religion. However, as a mark of respect to our departed ancestors and their traditions and code of living, the committee is presenting this Sun Dance to bring to life the way our forefathers lived and to explain their strange beliefs held in the remote primitive past. A narrator will be present at the Sun Dance to explain the significance of the various rituals.

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A BRIEF HISTORY OF THE OGLALA SIOUX

There is no recorded history of the Oglala Sioux until about 1803. Prior to that time their history was recorded by pictures and by legends passed by word of mouth from one generation to another.

The buffalo was their staff of life. With their fast war and hunting ponies they became economically able to be a strong nation. The brave and fierce Sioux warriors were the terror of their enemies and the great Sioux nation effectively controlled all of the north central plains. Finally in 1877 the Sioux signed a treaty with the U.S. Government and in 1879 the Pine Ridge Reservation was established.

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Use it for all your baking needs

— PINE RIDGE GOVERNMENT SCHOOLS —

At the present time there are seven one-teacher day schools, five large consolidated schools with semi-dormitories attached, and one central boarding school which altogether serve approximately 1800 Indian children and their parents.

The central boarding school at Pine Ridge Agency alone enrolls boarding pupils. This high school is accredited with the State of South Dakota and its graduates have the requirements for entering any college.

Sixteen buses transport many of these pupils to and from the schools daily.

Approximately 140 employees are required for the operation of these schools.

The objectives of the school program are: 1. To teach children through their own participation in school activities, democratic government, and to become constructive citizens of their communities, the State and the Nation. 2. To develop better health habits, improve sanitation and prevention of diseases. 3. To teach through actual demonstration, intelligent conservation of natural resources. 4. To give students an understanding of the social and economic world at large, so that they may more successfully achieve mastery over conditions under which they may live either on or off the reservation.

In addition to the classroom daily program, which includes reading, arithmetic, spelling, writing and the usual academic high school subjects, the students in these schools have opportunities to participate in extra curricular activities such as: 4-H Clubs, Hobby Clubs, Student Government, Glee Clubs, Athletics, Band, Dramatics, and School Publication. Handicrafts such as: Weaving, Sewing and Woodwork.

The Oglala Sioux Tribe provides \$10,000 dollars a year for educational loans. This is available to graduates who need financial aid for advanced training. This financial project is producing many fine qualified teachers, nurses, secretaries, and tradesmen.

THE PINE RIDGE ARTS and CRAFT SHOP

The Oglala Sioux Arts and Craft Shop is located on Highway 18 on Main Street in Pine Ridge. The weaving and pottery shop and an excellent museum is located near Oglala Community High School in Pine Ridge.

Tribal members do all of the arts and craft work producing many beautiful shawls, blankets, pottery, war bonnets, beaded moccasins etc. A visit to the store and museum is something no visitor to Pine Ridge should miss.

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— HOLY ROSARY MISSION —

Holy Rosary Mission was established in 1888 and through the years thousands of Indian children have attended its school and grown up to be useful Christian citizens.

Chief Red Cloud, who is buried at the Mission, asked the Congress of the U.S. to request churches of all denominations to send missionaries, teachers and doctors to Pine Ridge to help and to teach the Sioux people.

Holy Rosary Mission is located on Hiway 18 about five miles north of Pine Ridge.

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— THE SUNSHINE STATE —

South Dakota is known as "The Sunshine State." It is also known as the land of the last frontier with an infinite variety of beautiful scenery.

The Black Hills of South Dakota (called Paha Sapa by the Sioux who beleived they were the home of the Great Spirit) are one of the greatest tourist attractions in the nation. U.S. Hiway 18 from Chicago to Hot Springs and U.S. Hiway 16 from Milwaukee to Rapid City are two of the main South Dakota highways leading to the Paha Sapa. Many tourists traveling U.S. 20 from Boston to Seattle visit the Black Hills by turning north at Gordon, Rushville or Chadron to enter the Hills through Hot Springs.

If you travel on U.S. 18 you pass through Martin, S.D. One of its major attractions is the Sioux Stampede Rodeo put on every July by the American Legion. Further west around Batesland you will see millions of rolling acres of wheat land and herds of cattle in this "bread basket" of the nation. You should not miss stopping at Wounded Knee battleground a few miles north of U.S. 18. This is the scene of the last major engagement between the Sioux and the U.S. 7th Cavalry. Pine Ridge itself is the next stop on U.S. 18. It is the largest Indian reservation in the nation. Here you can see Sioux Indians in native costumes, War Dances, rodeos put on by Indians and visit the Sioux Indian Arts and Craft shop and mueseum where authentic souvenirs and gifts made by the Sioux Indians are on sale.

Heading north from Pine Ridge through Oglala, the site of our Sun Dance and Oelrichs and on to Hot Springs you enter the Paha Sapa or Black Hills at Hot Springs. The attractions of this wonderful vacation land are numerous. Crazy Horse Memorial being carved from solid rock on Thundehead Mountain, Mt. Rushmore, "The Shrine of Democracy" with its great stone faces, beautiful Sylvan Lake and the Needles, Hot Springs with its year round warm springs and swimming pool, Wind Cave National Park and Custer State Park with their herds of buffalo, elk, deer and the wild native animals of the Paha Sapa. North into the Black Hills you will find the historic towns of Custer, Deadwood and Rapid City. Rapid City is the large modern town which grew from a frontier cow town. One of the biggest rodeos in the nation, "Range Days" is presented here every August.

The scenery is superb, the accomodations are modern and the traveler will find real western hospitality in all his travels thru the Sunshine State of South Dakota.

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DEWEY BEARD

Dewey Beard, age 97, is one of the last great warriors of the Sioux nation. As a 14 year old boy he witnessed the destruction of Custer's 7th Cavalry at the Little Big Horn. His wife, baby, mother and father were all killed at the Battle of Wounded Knee and Dewey was wounded. We invite you to talk with Dewey Beard when you see him at the Sun Dance.

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Pine Ridge Agency, S. D.

We will be seeing you at the Sun Dance

— Kola Joe

THE OGLALA SIOUX TRIBAL COUNCIL

The governing body of the 10,000 Sioux on the Pine Ridge Reservation is the Oglala Sioux Tribal Council. It is composed of 29 members elected by secret ballot from the seven districts of the Reservation. The president and vice president are also elected in the general election. The council members elect the secretary, treasurer and fifth member of the executive board. The term of office of all is two years.

The officers and the fifth member make up the Executive Board which is the administrative arm of the Tribal Council. The Board works on a full time basis while the entire council meets once every three months. During these council sessions all business affecting the Oglala Sioux Tribe comes up for democratic discussion, planning and action.

This is the machinery of self-government of the Sioux. The Council maintains its own law and order branch. Since its inception in 1936 the Council has grown in stature and accomplishments.

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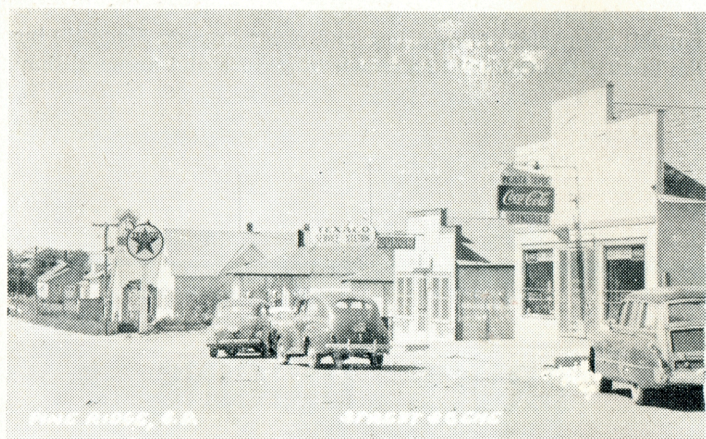
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— “THE SHRINE OF DEMOCRACY” —

Properly called ,‘The Shrine of Democracy’, Mount Rushmore is a stirring, inspiring tribute to the conception, progress preservation and continuation of individual American freedom. Here in ageless granite, sculptor Gutzom Borglum carved the heads of Presidents Washington, Jefferson, Lincoln and Theodore Roosevelt 6,040 feet above sea level. The administration building containing the tools, models and designs of the sculpor is open to the public and meals and souvenirs may be obtained.

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MR. and MRS. DICK WHALEN

PINE RIDGE, S.D.



— JIM IRON CLOUD —

Jim Iron Cloud is one of the prominent ranchers and stockmen of the Pine Ridge Reservation and is treasurer of the Sun Dance Committee. A typical looking Sioux, Jim's picture is used on all the advertising of the famous Cheyenne Frontier Days where he takes a group of Sioux dancers every year. The Sioux dancers, led by Jim Iron Cloud, have placed very high in the national Indian dancing contests held every year in New Mexico.

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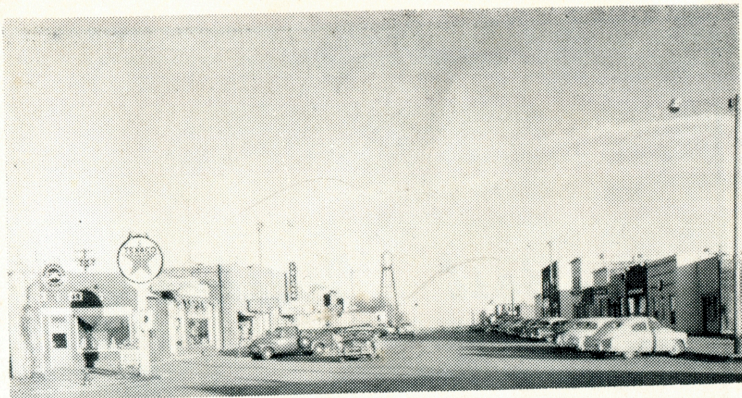
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— MARTIN, SOUTH DAKOTA —

Martin, S.D. is located on U.S. 18 in southwestern South Dakota and is the county seat of Bennett county. Martin is trade center for one of the nations richest wheat belts. Near Martin one can see hundreds of thousands of acres of fine wheat and may fine ranch and farm homes. Martin is a lively up to date town.

It is located on Wild Horse Butte which has an interesting story. Several years ago a big grey horse branded bar C bucked off its rider and headed for this butte. Despite several attempts to capture him this wild grey horse roamed the butte for many years until finally he was shot.

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GAS — OIL — REPAIR WORK

ON U.S. Hiway 18

FREDDY GERBER, Proprietor

PINE RIDGE, S.D.



— THE LEGEND OF THE BUFFALO —

Long ago before the white man discovered the Wind Cave in the Black Hills, the Sioux knew of this mysterious cave.

They called it the holy cave of the Great Spirit and at first feared the cave. They thought a giant lived in it and the wind that blows in and out of the mouth of the cave was the breathing of the giant.

One day when a medicine man went to the cave a beautiful Indian maiden appeared from the mouth of the cave. She told the medicine man she was an immortal creature from below the earth and instructed him to go back to his people and tell them to offer gifts and tokens by dropping them in the mouth of the holy cave. She promised that if the people did this, the Sioux would never go hungry.

The Sioux did make the offerings and great herds of buffalo would come out of the cave and migrate to the plains to take care of the temporal wants of the Sioux who lived only on what Nature and the Great Spirit afforded.



— **CHARLES RED CLOUD** —

Chief Charles Red Cloud is shown above shaking hands with William Randolph Hearst Jr. during Mr Hearst's tour this summer through Pine Ridge. Chief Charles Red Cloud is about 64 and is a grandson of the famous Chief Red Cloud. Because of his authentic Indian appearance and fine profile he is one of the most photographed Indians in the Paha Sapa.

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RUSHVILLE, NEBR.



INDIAN MEDICINE MAN WAS INFLUENTIAL

This old time picture depicts a typical Sioux medicine man. The medicine man was a combination doctor and priest, a maker of predictions about the future and a master politician who exerted great influence over most chiefs. Some of his cures using native herbs etc. were near miracles for the times in which he lived. .



— BEN BLACK ELK —

Ben Black Elk has probably been seen by more tourists than any other Indian in the U.S. Every summer Ben works at Mount Rushmore Memorial where he poses for thousands of tourists.



"I'LL SAY"

By Jake Herman

Speaking of Arts and Crafts you know I had a grandfather, too. His name was Grandpa Kick A Hole In The Soup. Boy, was he a terrific artist! He would get all colors of clay from the river banks and mix them with berry juice for his colors.

One time he painted a beautiful buffalo bull on the side of a bank building. Why the picture of that buffalo bull was so life like that all the buffalo cows would gather around the picture and try to make love to Grandpa's buffalo bull! In fact Buffalo Bill came out west and saw this picture and took exactly 13 shots at it before he found out it was Grandpa's picture.

Yours,
JAKE

HI-LO MARKET

HOT SPRINGS, S. D.

John E. Mueller, Prop.

— NATIVE SOUTH DAKOTAN HONORED —

This feature is dedicated to Frank Leahy, former head coach of Notre Dame, a graduate of Winner, S.D. High School.

One of South Dakota's favorite sons he coached the most famous football team in the nation from 1941 to 1953. He made football history at Notre Dame with one of the greatest records ever compiled by any big time coach. Whenever sports writers and football fans meet his name will always be mentioned as one of the all time greats.

His brother, Gene Leahy, is an insurance man in Rushville, Nebraska the closest town to the Pine Ridge Reservation. This friendly Nebraska town is a favorite of many Indians who often refer to Rushville as "Kola Otuwaka" or "Town full of friends."

— AN APPRECIATION —

The officers and committeemen of the Oglala Sioux Sun Dance take great pleasure in thanking everyone who has contributed in time or money toward the success of this Sun Dance. We are especially grateful to the advertisers who have bought space in this souvenir program and to others who made cash donations toward Sun Dance expenses.

The Sioux have a culture and customs well worth preserving; there is much that is beautiful in their old rituals and ceremonies. The Sun Dance has a special meaning and significance to Indians. Selecting and preserving the best in the old Indian traditions is a pleasure and delight to the Indians and entertaining and enlightening to the white man.

This Sun Dance will be an annual event and we trust our efforts will merit your continue dsupport and good will.

JAKE HERMAN, Publicity Manager

BEN IRVING, General Manager

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